



- **12+ Years of Expertise & Industry Insight:** Drawing on over 12 years of collective experience in the pricing domain, with 20+ strategic pricing projects across industries such as Healthcare, Legal Tech, EdTech, GovTech, and Hospitality.
- **15+ Integrated Portfolio Initiatives:** Successfully driving top-line growth in various portfolio companies through strategic segmentation, pricing, and packaging
- **\$30M+ Annual Value Creation:** Consistently generating over \$30 million of enterprise value annually for Serent portfolio companies.

## Elevate Your Business with Our Pricing and Product Marketing Expertise

Here at Serent, we're dedicated to delivering unparalleled value, and our Pricing Team is core to our strategy. We dig into your product and market needs and ultimately work backward from customer value to refine your pricing model, and fuel accelerated growth.



**Here are the three key components we leverage to optimize your pricing strategy.**

### 1. Strategic Segmentation

At the core of our approach is recognizing that not all customers are alike. We specialize in identifying key segments within your business based on a range of criteria, including Firmographics (geographic area, number of customers, industry, etc), feature value, and customer behavior. By understanding how different customers engage with your product and the value they derive, we craft strategic segments that form the foundation of our pricing strategy.

### 2. Tailored Package Design

Gone are the days of one-size-fits-all solutions. Our team excels at crafting purpose-built offers for each identified segment. We believe in productizing and monetizing key customer use cases, ensuring that your offerings precisely match the diverse needs of your customer base. This approach maximizes ROI for high-value segments and unlocks adoption for those who may only need a fraction of your product.

### 3. Balancing Growth Levers

We understand the delicate balance between customer acquisition and monetization. We aim to expand on growth levers by strategically increasing monetization in high-ROI segments while unlocking adoption in other segments. This thoughtful approach allows us to create a pricing flywheel that drives sustained customer growth.



## A Look Into Our Pricing and Product Marketing Process

### **Collaborative Approach:**

We seamlessly blend our pricing expertise with your in-depth knowledge of your business. Through collaboration with your teams and insights from the market, we create a pricing strategy that marries your expertise with market perspectives.

### **Opportunity Discovery:**

Our robust data analysis and structured pricing workshops help reveal opportunities you might have yet to consider. Many high-growth companies overlook pricing optimization, presenting a significant opportunity we're well-equipped to seize.

### **Productizing and Monetizing Expertise:**

We specialize in re-architecting products and pricing them to align precisely with customer needs and the value they derive from your product.

### **Building Confidence in Execution**

We understand the natural hesitation that often accompanies considerations of pricing changes. However, through data-driven insights and our best-practice playbooks, we not only address these concerns but also empower your team to take action with confidence.

Accelerate your growth through strategic pricing. Let's chat.